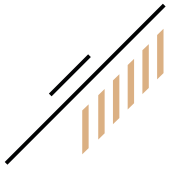




The Need for Digital and Organization Management

By: Trufi Murdiani





What For?

Everybody understands the importance of the digital transformation sector and its management skills.



MEDIA

01

Mainstream media

- Radio
- Televisi
- Koran
- Buku
- Flyer
- Kalender
- Undangan
- Pengumuman
- Baliho
- Pamflet
- Reklame/Iklan
- Film
- Lagu
- etc

02

New Media

- Game
- Social Media
- e-Paper
- e-Invitation
- e-Sports
- e-Book
- e-Flyer
- Online Music Player
- Digital Theater/Movie player
- etc

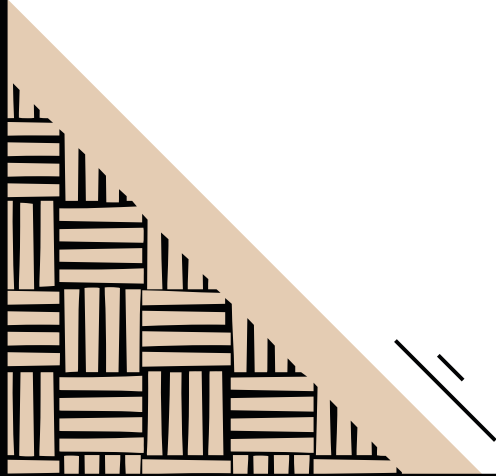


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It is a growing and dynamic field,
encompassing content creation,
distribution platforms, and
technology devices.

”

Being a common life style

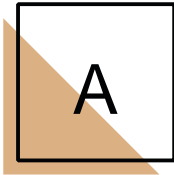


Penggunaan

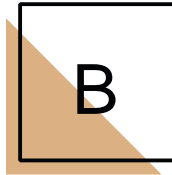
Digital technology consumption in the USA is 2100 hours annually, which translates to 5,7 hours a day.

And Nowadays: all sectors → go digital → and in charge as Digital industry

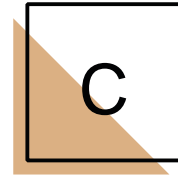
Digital industries are also as:



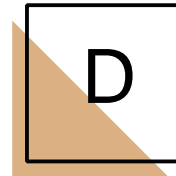
driver of change



leading in technological
innovation



testing new
organizational practices



transforming societal institutions and
culture.



Therefore the actual
management
activity in this sector is special





Digital organization/industry management

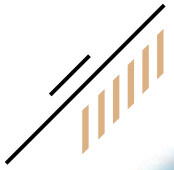
Digital organization/industry management is the way in managing a digital sector company.

That is different from managing a car manufacturer, an airline company, a bank.



After all, every business is run by similar functions:

- strategic planning
- financing
- human resources
- production
- marketing
- distribution
- accounting
- government relations
- and so on.



★★★★★

Ada 2 perspectives

01



BERBEDA

The first holds that managing digital
company/organization is quite distinct from
management generally.



02

UNIK

The second one, because it is unique. At least in
the content segment.



SNEAK PEEK



Managing digital organization/industry dor instance social media division is based on creativity, “feel,” and intuition.





Motivasi keuntungan bisnis juga dilengkapi oleh orientasi yang kuat untuk layanan publik dan kontribusi budaya.

Thank You
